

**ECLIPSE**

**SMOKE THAT DISAPPEARS. TASTE THAT DOESN'T.**

## Fact Sheet

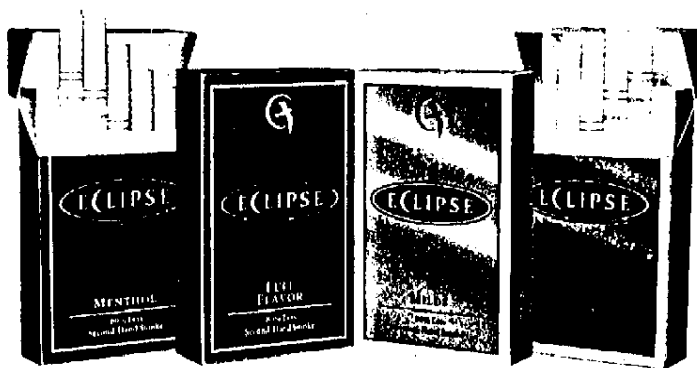
THE NEW AND IMPROVED ECLIPSE IS HERE...WITH MORE TO OFFER YOUR CUSTOMERS THAN EVER BEFORE.

SMOKERS IN CHATTANOOGA TOLD US HOW WE COULD MAKE ECLIPSE BETTER. WE LISTENED.  
NOW ECLIPSE IS:

- EASIER TO LIGHT
- EASIER TO DRAW
- MORE FLAVORFUL

AND IT STILL HAS:

- 80% LESS SECOND-HAND SMOKE\*
- VIRTUALLY NO LINGERING ODOR
- NO ASHES
- PRACTICALLY NO STAINING



Available in regular or menthol, full flavor and milds.

### NEW ECLIPSE IS BETTER — SMOKERS AGREE.

- A new filter design gives Eclipse a richer, fuller flavor.
- A new tip makes Eclipse easier to light.
- Reactions are positive after trying the new Eclipse. In fact, compared to the original Eclipse product:
  - Many more smokers were interested in purchasing the new Eclipse.
  - Smokers rated improved Eclipse easier to light.
  - Smokers rated the new Eclipse as more pleasurable to smoke.

### RETAIL INFORMATION

- New Eclipse has a lower price — its suggested retail price is now the same as other R.J. Reynolds full price brands.
- To inform smokers of the product improvements, the new Eclipse retail introduction will be supported by Advertising, Direct Mail, POS and Promotions, including:
  - 10,000 buy one, get one free and \$3 off a carton coupons delivered through the mail.
  - A buy one pack of Eclipse, get a free lighter retail promotion.

**Please contact your RJR representative with any questions.**

\*77-84% reduction compared to leading brands.



#### WHOLESALE INFORMATION

- New Eclipse has a lower price:

	Per Thousand	Per Carton	Per Case (6M)
Current	\$65.70	\$13.14	\$394.20
New	\$61.95	\$12.39	\$371.70

- The first ship date is 5/12/97.
- Per the agreement from the initial introduction of Eclipse, only stores in the counties previously identified are eligible to receive the new product.

#### PRODUCT PROFILE INFORMATION

Configuration	UPC	Length (In.)	Width (In.)	Height (In.)	Cube (Fl.)	Weight
FULL FLAVOR						
Pack	123803	2.2047	0.9055	3.4055	0.004	1.15 oz.
Carton	12300 18013	11.1250	1.8750	3.4375	0.041	12.30 oz.
Case (6M)	12300 18006	17.6250	11.6250	11.6250	1.265	24.10 lb.
MILDS						
Pack	123813	2.2047	0.9055	3.4055	0.004	1.15 oz.
Carton	12300 18113	11.1250	1.8750	3.4375	0.041	12.30 oz.
Case (6M)	12300 18106	17.6250	11.6250	11.6250	1.265	24.10 lb.
FULL FLAVOR MENTHOL						
Pack	123853	2.2047	0.9055	3.4055	0.004	1.15 oz.
Carton	12300 18513	11.1250	1.8750	3.4375	0.041	12.30 oz.
Case (6M)	12300 18506	17.6250	11.6250	11.6250	1.265	24.10 lb.
MENTHOL MILDS						
Pack	123863	2.2047	0.9055	3.4055	0.004	1.15 oz.
Carton	12300 18613	11.1250	1.8750	3.4375	0.041	12.30 oz.
Case (6M)	12300 18606	17.6250	11.6250	11.6250	1.265	24.10 lb.
ONE PACK WITH LIGHTER	12300 70382					

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